



1. Create Sales Funnels to Put Heads in Beds
2. Build Digital Infrastructure and Capabilities
3. Provide Regular Reports and Data to Manage Staff

## STRATEGY

In order to accomplish these objectives, Limerent has developed a simple 3 step approach to digital marketing:

- Use social media to build an audience
- Use said audience to drive traffic from ads and emails to the website
- Use the website to convert traffic to sales

## REQUIRED ACTIVITIES

While the solution to driving sales online is straightforward, there are some activities that **MUST** be completed on a regular basis. These activities are non-negotiable and serve as the foundation of the strategy.

### Planning and Reporting

- Annual Marketing Plan
- Monthly Reporting

Implementing this strategy required creating a roadmap to follow and checkpoints to look at for along the way. That's where the annual marketing plan and monthly reporting come into play. They tell you where you're going and whether you're on pace to get there.

### Website

- Optimize UX/UI
- Maintain and Refresh Content

By creating packages and specials that are truly enticing and pairing them with a user experience that makes purchasing simple and straightforward, we can get users to convert from potential customers to guests.

## **Email**

Send out two emails per month:

- Newsletter
- Promo

Email serves two important functions: 1) it provides an opportunity to connect with your audience on a deeper level through a newsletter that advertises the hotel and surrounding community; and 2) it is an ideal way to drive users to the website with exclusive promotional offers.

## **Ads**

- Data Collection Campaigns
- Direct Sales Campaign

When properly managed, digital ads are some of the most powerful marketing tools available. Not only do they increase awareness, but they also build your contact database and provide a direct revenue stream.

## **Social Media**

- Content
  - Consistent Schedule
  - On Brand
- Community Management
  - 100% Response Rate
- Digital Outreach
  - Engage New Users

Social media is where it all begins. Through content, community management, and digital outreach, properties can attract new users and begin the process of relationship building. In addition, these activities affect the performance of digital advertising campaigns because they serve as the foundation of custom targeting audiences.

## **Additional Audiences**

In addition to the aforementioned necessary activities, there are a number of additional activities that support campaign performance:

- SEO
- Branding and Design
- PR
- Hosting and Site Management

**Responsibilities**

It's important to define which party is responsible for these activities. The table below shows which activities Limerent proposes we handle, which ones the property will handle, and which activities need to be assigned.

<b>Limerent's Responsibilities</b>	<b>Hotel's Responsibilites</b>	<b>Undefined</b>
Generate Annual Marketing Plan	Community Management	SM Content Management
Design and Build Creative Assets	Digital Outreach	Email Campaign Content
Hosting and Site Maintenance	PR	
Reporting	Email Campaign Execution	
Data Collection Campaign		
SEO		
Email Campaign Strategy		

**Cost**

Annual Costs Per Property	
Annual Marketing Plan	\$3500
	Subtotal: \$3500
	30% Discount: (\$1050)
	Total: \$2450

Monthly Costs Per Property	
SEO/OTA Optimization	\$500
Reporting	\$500
Ad Management	\$500
Ad Buy	\$600
Campaign Creative Asset Design	\$562.50
	Total: \$2662.50/mo

Monthly Digital Ad Buy Per Property	
Ad Budget	\$600

Annual Hosting Plan Per Property	
Hosting & Web Support	\$1500
	Total: \$1500

Quarterly Creative Budget Per Property	
Design, Development & Copy	\$2500
	Total: \$2500